

January 9, 2024

Bushiroad to Conclude Capital and Business Partnership with YUHODO

Name	Bushiroad Inc. (Securities Code: 7803)
Overview	Bushiroad concluded a capital and business partnership with YUHODO Inc., which is engaged in game system design of trading card games (TCG) and digital games, by acquiring 16.7% of its shares.
Purpose of partnership	<p>Bushiroad group's basic strategy is to be an IP developer engaged in various businesses, such as animation, games, music, events and merchandising, with IPs as the pillar.</p> <p>In the current global market, our longstanding TCG business is enjoying increasing popularity and the market size in Japan and abroad is expanding year by year. Under such conditions, as the importance of stably developing, manufacturing and supplying TCGs is increasing, Bushiroad decided to establish a development structure based on further trust and mutual understanding with YUHODO, which has been conducting game design of our TCGs for years, by concluding a capital and business partnership with the company.</p>
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